

White Sale. Begins Monday a. m. White Sale.



IT is with the utmost satisfaction we announce that the annual White Sale begins Monday. These sales have always held the greatest possible interest for our customers, and it has been our constant effort since the destruction of our store last summer to assemble items for the coming sale that would not only maintain the high standard set for Calisher White Sales but add to their fame. We state confidently that the coming sale will, easily, eclipse all others. In view of the fact that our store space is somewhat limited, we will devote different sections of the store to the display of different items.

The Great White Way, one of the display features of this sale, will be carried out on the Second Floor, and will be devoted principally to undermuslins.

THE MAIN FLOOR. Here will be displayed Embroideries, Laces, White Goods and Linens. The completeness of assortments and lowness of prices on these items are really remarkable.

THE ANNEX. Sheets, Pillow Cases, Bedspreads, Towels, Domestic and White Goods Remnants, or in other words, the Annex in a way corresponds to the former Calisher Bargain Basement.

SPECIAL NOTICE. Extra sales-people have been secured for White Sale, and the service will be all that you could possibly ask. You will be waited on promptly and most satisfactorily.

MAIL ORDERS. We are especially anxious that our out-of-town customers avail themselves of the opportunities of the White Sale. We prepay express on all orders of \$5.00 or more.

White Sale of Gowns

At 48c Muslin and Cambric Gowns, well made, cut full width and length, some very prettily trimmed with embroidery or lace, others plain. Our regular 75c gowns; White Sale price 48c.

At 79c These are regular \$1.00 and \$1.25 gowns, made of nainsook, cambric and muslin, lace and embroidery trimmed. Both high and low necked styles are offered, either long or short sleeves. Our \$1.00 and \$1.25 gowns; Sale price 79c.

At 95c This is one of the biggest lots of the whole White Sale. Every style of gown is to be found here—plain and trimmed, made of light, soft fabrics and of heavy muslins and cambrics. Gowns that sell regularly up to \$1.50; Sale price 95c.

At \$1.15 Among these gowns you will see some entirely new, and most attractive, styles. These are nainsook, cambric and muslin gowns, high necked, low necked and "slip over," lace and embroidery trimmed, some daintily finished with ribbon, both regular and extra sizes are offered. Regular prices are up to \$1.75; White Sale price \$1.15.

Other special lots of gowns at \$1.50, \$1.95, \$2.25, \$2.50 and upward.

White Sale of Chemise

In the four special lots listed below you will find both long and short styles of chemise, both simple and elaborately trimmed garments.

75c Chemise; White Sale price 48c.

\$1.25 Chemise; White Sale price 95c.

\$1.75 Chemise; White Sale price \$1.25.

\$2.25 Chemise; White Sale price \$1.75.

Some of the New White Fabrics

MERCERIZED CHIFFON—Is similar to a wash chiffon but mercerized and has a firm finish. Suitable for dresses, waists, etc., 50 inches wide, 75c and \$1.00 yard.

MERCERIZED BATISTE—A soft, sheer, silky material for dresses and waists, also nice for underslips, 50 inches wide, 35c, 50c and 75c per yard.

FLAXON—This material proved its good wearing qualities last summer, and we strongly recommend it. Comes in stripes, checks and plaids as well as the plain effects, 15c, 20c, 25c and 35c yard.

LINAIRE—A sheer, firm fabric for waists and dresses. Comes in plaid, striped and checked effects, at 20c, 25c and 35c per yard.

THE NEW PIQUES The new printed piques, for children's wear, and especially pretty for little boys' suits. White grounds with neat colored figures. Priced, per yard 25c.

Sale of White Piece Goods

15c White Madras Shirting..... 9c
25c White Mercerized Madras..... 18c
35c White Waistings..... 23c
15c White Dimities..... 12c
12 1/2c White Dimities..... 10c
10c India Linon..... 8c
12 1/2c Checked Nainsook..... 10c
10c Checked Nainsook..... 8c

15c WHITE LINENE 11c Yard wide linene that sells in a regular way for 15c yard; White Sale special 11c

White Sale of Table Linens

TABLE DAMASK—Merely as examples of the bargains to be obtained here next week in Linen Damask, we note these three special lots \$1.75 Damask; White Sale price \$1.35 \$1.50 Damask; White Sale price \$1.00 75c Damask; White Sale price 48c.

NAPKINS 3-4 size full bleached damask napkins, large variety of patterns, regular price \$4.00 dozen; White Sale price \$2.95. Good serviceable napkins, 18 and 20-inch sizes, regular prices \$1.25 and \$1.50 dozen; Sale price 98c.

TABLECLOTHS Full sized tablecloths, in silver bleached linen and mercerized, pretty patterns, regular prices up to \$1.50; Sale price 98c.

Extra! Extra! \$3.75 TABLECLOTHS \$1.95

A lot of pure linen pattern cloths, 2, 2 1/4 and 2 1/2 yards long, worth to \$3.75; White Sale Extra Special, Monday while they last, \$1.95.

Extra! Extra! 75c TRAYCLOTHS 3 FOR \$1.00

All-linen traycloths with drawnwork border, regular 75c cloths; White Sale Extra Special 3 for \$1.00.

MUSLINS AND CAMBRICS

In the Annex All 12 1/2c Muslins and Cambrics; White Sale price, per yard 10c. All 15c Muslins and Cambrics; Sale price, per yard 12 1/2c.

6 1/4c SURGEONS CLOTH 4c Yard wide surgeons cloth, the 6 1/4c quality; White Sale price, yard 4c. (On sale in the Annex, limit of 12 yards)

EXTRA! EXTRA!

NAINSOOK \$1.00 PER BOLT

Lonsdale Finish Nainsook, 36 inches wide, comes in 10-yard bolts, is of a fine, smooth texture, nice for underwear; White Sale Special, per bolt \$1.00. (This special will be found on the Main Floor.)

Sale of New White Waists \$1.50 Waists \$1.00

50 dozen smart new waists, 1911 models, that reached us just in time to be included in our annual White Sale. You will want at least one of these waists—better make your selection Monday.

There are fully a dozen different models—open front, open back and open side effects. Some are made of fine white Victoria lawn and batiste. These have fronts of solid embroidery and clusters of tucks, or Baby Irish lace medallions and tucks, or hemstitching and tucks. Then, there are white lawn waists with dainty polka dots; these have pleated fronts. Still other waists are embroidered in floral designs—exact copies of hand embroidery.

All sizes are offered to begin with. These are waists that would sell in a regular way for \$1.50 and \$1.75; a White Sale Special at choice for

\$1.00

EXTRA! EXTRA!

30 dozen nainsook corset covers, well made, nicely lace-trimmed, regular 35c covers; White Sale Extra Special Monday while they last.

15c

(We must limit—2 to a customer)

SALE OF SAMPLE UNDERMUSLINS

One of the biggest features of White Sale is the sale of sample undermuslins. We were able to secure a sample line of undermuslins of the very highest grade. The line comprises Combination Suits, Gowns, Chemise, Drawers, Corset Covers and Skirts, no two garments just alike.

The great majority of the garments are in perfect order, but some few are a little mused. All garments are made of the very finest white materials and trimmed with handsome lace or embroidery. We include these sample garments in the White Sale at about 1-2 their value. Come Monday—select highest grade undermuslins at about 1-2 value.

White Sale of Embroideries

More than 50,000 yards of embroideries will be offered Monday at White Sale prices. This is, by far, the greatest quantity of embroideries we ever put on sale at one time. Fully a year ago we planned our purchases, with the idea of making this sale the largest in our history. We can tell you only very briefly the wonderful embroidery opportunities that await you here next week. Come Monday, and select the embroideries for your summer waists and dresses.

EXTRA! EXTRA!

35c Embroideries 18 cents

Flouncings and Corset Coverings, 15 to 18 inches wide, in a wide variety of attractive patterns, these are regular 35c and 40c embroideries; White Sale Extra Special, Monday only, per yard

18c



Madeira Embroideries

We recommend Madeira Embroidery for trimming underwear and children's dresses. It has an extra fast edge that wears well and stands many ironings. 3 special lots are offered.

10c Edgings and Insertings; White Sale price, yard 5c.

15c Edgings and Insertings; White Sale price, yard 7c.

20c and 35c Edgings and Bands; White Sale price, yard 10c.

WHITE SALE OF LACES

ENGLISH TORCHON

About 3000 yards of English Torchon Laces divided into 3 special lots. These are narrow, medium and wide laces, in white, cream and Arabian; 3 lots, as follows: Laces worth to 10c yard; White Sale price 5c. Laces worth to 15c yard; White Sale price 7c. Laces worth to 20c yard; White Sale price 10c. Many other special lots of Linen Torchon Laces offered.

Flouncing and Skirting Embroideries

An endless variety of pretty patterns to select from—at these prices.

Cambric and Swiss Flouncings worth \$1.00 a yard; White Sale price 48c.

Batiste Flouncings, worth \$1.25 a yard; Sale price 69c.

Regular \$1.50 Flouncings; White Sale 79c.

Madras Flouncings, soft finish, very pretty patterns, worth \$2.00 a yard; Sale price 98c.

Dress Flouncings, of batiste, cambric and Swiss, wide range of good patterns; prices up to \$2.50; White Sale price \$1.23 yd.

Baby Irish Embroideries

At About Half What They Would Ordinarily Sell For

14 to 18-inch Flouncings, worth \$2.50 and \$2.25 yard; White Sale prices \$1.48 and \$1.25.

9 to 12-inch Edgings, worth \$1.50 and \$1.25 yard; White Sale prices 98c and 78c.

4 to 5-inch Edgings, worth \$1.00 and 75c yard; White Sale prices 69c and 48c.

Gallion Bands, 2 1/2 to 3 1/2 inches wide, regular prices 60c and 50c yard; Sale prices 39c and 29c.

Inserting Bands, 2 to 2 1/2 inches wide, regular prices 40c and 35c yard; White Sale prices 29c and 19c.

NOTE—The above Baby Irish Embroideries all match.

Pure Linen Embroideries

Gallions, 2 to 3 inches wide, pretty patterns, regular price \$1.00 yard; White Sale price 60c.

Insertings, 3 to 4 1/2 inches wide, worth \$1.25 yard; Sale price 75c.

18 to 24-inch Flouncings, in open and solid work, regular price \$2.50; White Sale price \$1.48.

Allover Embroideries, worth \$4.00 yard; Sale price \$2.50.

NOTE—These linen embroideries all match.

EXTRA! EXTRA!

German and Italian Val Laces—edgings and insertings to match—come in 12-yard bolts, sell regularly up to 8c yard; White Sale price, per bolt 30c.

Dainty Val Laces—edgings and insertings to match—narrow and medium widths, great variety of patterns, come in 12-yard bolts, sell regularly at 10c and 12 1/2c yard; White Sale price, per bolt 50c.

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